Date: Tuesday, 8 June 1993 11:45 CT
To: BADLER, AA
From: STEGER
Subject: Cigarette Promo - 3rd QTR 93-REV

Denise, please fax this revised promotion schedule to all the vendors. I had 2 weeks overlapped. Thanks, Peggy

----------(Forwarded letter 1 follows)----------

Date: Thursday, 3 June 1993 12:33 CT
To: All-Ro-Conus
From: WulffK
Subject: Revised Cigarette Prom-3rd Qtr 93

Listed below are the approved temporary checklane promotions beginning with the week of 27 June 1993. No other promotions are authorized during this time. Although this is a voluntary program, all stores are encouraged to participate as it is one of the few ways we can still "promote" cigarettes and most of the suppliers pay a fee for this temporary display on the single pack merchandisers. These promotions are completely within the guidelines of NPO 40-11, Chapter 33 and DOD's policy of deglamorization of tobacco.

PERIOD	VENDOR	ITEM	PAYMENT
27 Jun-10 Jul	American	Montclair,Misty,Riviera. Buy 2 packs with a $1.00 off coupon. Carlton Slims, buy one pack get one pack free	$1.50 for 1st display $1.00 ea additional display
10-24-July	RJR	Winston,Camel,Salem. Single pack with cents off coupon or attached premium depending on location/ availability	$1.50 per each display
25 Jul-07 Aug	PM	Basic, buy 2, get 1 free Benson & Hedges Special King. Buy one pack, get one pack free	
08-21-Aug	B&W	GPC,Raleigh Extra, single pack with $.25 off coupon Kool, Single pack $.50 off; 2 packs $1.00 off; 3 packs $1.50 off	$2.00 per display
22 Aug-04 Sep	Liggett	Class A, $.25 cents off each pack.	$2.00 per display
05-18-	Lorillard	Newports, $.50cents off coupon on	$3.00 per

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Source: https://www.industrydocuments.ucsf.edu/docs/rljn0000

RJ Reynolds
Tobacco Company

SALES MANAGEMENT INFORMATION

919-741-5000
Winston-Salem, N.C. 27102

51854 1758

"We work for smokers."

Source: https://www.industrydocuments.ucsf.edu/docs/rljn0000